

**City of Concord, New Hampshire  
Architectural Design Review Committee**

**April 12, 2011**

The Design Review Committee held its regular monthly meeting on Tuesday, April 12, 2011, in the Second Floor Conference Room in City Hall at 8:30 AM.

Present at the meeting were Duene Cowan, James P. Doherty, III, Elizabeth Durfee Hengen, Frederick Richards, and Jennifer Czysz. Mr. Henninger and Ms. Muir of the City Planning Division were also present, as was Craig Walker, Zoning Administrator.

The Design Review Committee met in order to review the proposed design of certain sites, buildings, building alterations and signs that are on the Planning Board's regular agenda for April 20, 2011, and which are subject to the provisions of the City of Concord's Zoning Ordinance in respect to Architectural Design Review. Comments on and criticisms of the items were made.

The following proposals were evaluated.

**Agenda Items**

a. Consideration of proposed placement and design of signs:

- **Carlson Motors** for three new affixed signs at **113 Manchester Street**.

Mr. Henninger explained this sign application for three new affixed signs facing Branch Turnpike. Mr. Rob McIntyre, from New England Signs & Awnings, was present to represent the applicant. Mr. Cowan asked whether the signs were internally lit boxes and made a comment regarding the two white panels on the right with the left panel being blue. Mr. McIntyre stated that the signs were internally lit and that the colors were part of the trademark. Mr. Walker stated that the three panels were being treated as one sign.

The Design Review Committee found the proposed design and placement of the signage to be appropriate for the location and use, and recommended approval as submitted.

- **Concentra Urgent Care** for a replacement affixed free-standing sign at **One Pillsbury Street**.

Mr. Henninger explained this sign application for a replacement affixed free-standing sign. Ms. Cathy Champagne, from Jutras Signs, was present to represent the applicant. Mr. Henninger asked whether the existing brick post would be used for the new sign. Ms. Champagne stated that it would be. She also stated that the existing sign was green with white lettering and the new sign would be blue, orange, and gray. Mr. Richards asked if the colors were corporate colors, and stated that the "urgent care" portion of the

sign could be more prominent. Ms. Champagne stated that the orange sign with white lettering utilized the colors now being used for urgent care facilities in the region.

The Design Review Committee found the proposed design and placement of the signage to be appropriate for the location and use, and recommended approval as submitted.

- **Enterprise Rent A Car** for two replacement affixed signs and one replacement panel for an existing free-standing sign at **28 Manchester Street**.

Mr. Walker explained that one of the signs on the front and one of the signs on the side are replacements and the free-standing sign was previously grandfathered. He said that Enterprise is changing out the boxes and bringing everything into compliance. Mr. Rick Westergren was in attendance to represent the applicant. He stated that Enterprise is removing the telephone number from the signs to clean them up a little.

The Design Review Committee found the proposed design and placement of the signage to be appropriate for the location and use, and recommended approval as submitted.

- **Christian Science Reading Room** for a replacement affixed sign at **34 North Main Street**.

Mr. Henninger explained this sign application for a replacement affixed sign. Mr. Bob Perry, from Advantage Signs, was present to represent the applicant. Ms. Hengen suggested that the sign be placed a little higher so as not to be interfered with by the awning. Mr. Henninger asked what type of material would be used on the background. Mr. Perry stated that he wasn't sure, but that the background would be resurfaced. Mr. Walker stated that the applicant would be removing the board behind the current sign.

The Design Review Committee found the proposed design and placement of the signage to be appropriate for the location and use, and recommended approval as submitted, with the suggestion that the sign be raised up higher.

- **United Shoe Repair / Simply Birkenstock** for a new hanging sign at **8 South Main Street**.

Mr. Henninger explained this sign application for a new hanging sign. Mr. Bob Perry, from Advantage Signs, was present to represent the applicant. Mr. Perry stated that the United Shoe Repair sign was being constructed to complement an already existing Simply Birkenstock sign. Mr. Cowen asked whether the sign was two pieces or one. Mr. Perry stated that it was two pieces and would be connected together with braces to make it one solid structure.

The Design Review Committee found the proposed design and placement of the signage to be appropriate for the location and use, and recommended approval as submitted.

b. Site and building plans by **Concord Housing & Redevelopment Authority at 15 Pitman Street (2011-0012).**

Mr. Henninger introduced this proposal stating that there were no changes planned for the site; the Concord Housing & Redevelopment Authority (CHRA) was adding 11 units to the building. The main office space and spaces on the second and seventh floors will be converted into apartments. Mr. Henninger stated that the changes are diminuous from a design standpoint, as there are only a few vents and windows being added on the outside of the building and no changes are planned to the footprint of the building. There are existing additional parking spaces located on the grass strip to the left of the building shown on the site plan provided by the applicant. Mr. Walker stated that the CHRA received a number of zoning variances, including for parking. There are not a lot of people living in the building who drive, as many are disabled, elderly, and/or low income without vehicles, and the apartments are one bedroom.

The Design Review Committee recommended approval as submitted.

c. Site and building plans for **Kevin Long and Johanne Holmes at 8 Integra Drive. (2011-0014).**

Mr. Henninger introduced this proposal for the construction of a single building on the site, which would be used for warehouse, assembly, and office space for an audio/visual company. He stated that the elevation colors would be two shades of gray with white doors and trim. The overhead doors will be grey in color. The applicant, Kevin Long, was present. Mr. Richards asked for clarification of the type and color of materials that would be used as siding. Mr. Long responded that the blue areas would be vinyl shakes of the darker gray color, and all remaining areas would be vinyl clapboard siding in the lighter shade of gray.

Mr. Cowan asked the square footage of the building. Mr. Long stated that the building was 7,480 square feet. Mr. Cowan also noted that the plans had not been stamped by an architect or engineer. Mr. Doherty questioned the height of the walls and where the roof trusses would be, as the building is set to be a single story. Mr. Long responded that the walls would be 16 feet. There would be no attic within the warehouse and assembly space remaining open to the roof.

Mr. Richards asked whether the windows on the upper back elevation would open, as they seem quite high. Mr. Long stated that the windows would open, and that they were so high as they are concerned about security. It was suggested that Mr. Long have his builder put in stairs to access the upper level above the office area to allow for future expansion. Mr. Cowan noted that this should be able to be built into the design of the truss system initially at minimal cost and would enhance any future resale. Mr. Henninger noted that there was ample room on site for any additional parking to support the potential expansion. Ms. Cysz commented that the applicant had made an effort to make the building attractive. Mr. Henninger noted that this building would be an improvement over the neighboring buildings. Mr. Cowan suggested that the front

entrance might be made more substantial, wider freeze boards utilized and more substantial trim be used around the doors and windows. The committee offered these suggestions as elements the applicant might want to consider.

The Design Review Committee recommended approval of the plans as submitted, and would support modifications to the building elevations which would include a more substantial front entrance, the use of wider freeze boards and more substantial trim around the doors and windows.

- d. Modifications to the easterly and southerly building elevations and the installation of an affixed sign by **NH Real Estate Investment Corporation on behalf of Gregory Lessard at 113 Storrs Street. (2011-0017).**

Mr. Henninger explained this proposal to modify the easterly and southerly building elevations and install an affixed sign. Mr. Gregory Lessard and Mr. Glen Schadlick were present. Mr. Henninger asked about the choice of the white window trim on the building. Mr. Cowan added that the remainder of the building has bronze window trim. Mr. Lessard noted that the building next door has windows with white trim. Ms. Hengen stated that the bronze trim is more compatible with the brick. Mr. Henninger asked whether the door would be changed out. Mr. Lessard stated that the door would be painted white in order for the door to match the rest of the ground floor trim.

Mr. Richards asked if the applicant thought the free-standing sign would be visible from the street. Mr. Lessard said he understood that affixed sign would be difficult to see in the winter from Storrs Street due to snow banks. The panel on the existing free-standing sign on Storrs Street would help identify the building. Ms. Hengen stated that the font was difficult to read. Mr. Henninger stated that the font was not unattractive, but agreed that it would be difficult to read from a vehicle traveling along Storrs Street. Mr. Lessard said the font is part of the trademark. Mr. Richards suggested the font be changed for the description of the business. Mr. Lessard realizes that street traffic won't see the sign very well.

The Design Review Committee recommended approval of the proposal as submitted, with the recommendation that the trim on the windows and the door be darker to match the remainder of the building, and a suggestion that a font without script be used for the tag line description of the business.

- e. Site and building plans by **P & M Realty of Concord, LLC, on behalf of Evolution Rock and Fitness, LLC, at the corner of South Main Street and Langdon Avenue. (2011-0010).**

Mr. Henninger explained that this application was presented to the Architectural Design Review Committee last month. Ms. Hilary Harris, the applicant, was present. Comments had been received at the last meeting from an abutter regarding the appearance of the large unbroken wall on the northern elevation. Mr. Henninger noted

that the proposed siding would create a compressed profile of the Presidential Mountain Range and the Old Man of the Mountain. Mr. Cowan asked whether the Old Man of the Mountain would be facing north. Mr. Henninger said that it would be facing north, as the applicant wanted southern exposure for the windows facing south for the office area and fitness center.

Ms. Harris stated that moving the building anywhere else on the site would not work because of the existing City storm drain across.

Mr. Cowan asked if the roof and elevations would be vinyl or metal. Ms. Harris stated that everything would be metal. Ms. Hengen asked what the material of the siding would be. Ms. Harris responded that the siding would be ridged metal panels. Mr. Richards asked if the panels making up the profile of the mountains would be raised. Ms. Harris answered in the affirmative. Ms. Harris noted that the mural would not be painted on but would be made up of colored metal panels.

Ms. Harris explained the comment from an abutter, Mr. Scott Walker and the Steenbeke's said that as they are looking to redevelop the Steenbeke's building and requested a rendering of what the Evolution Rock and Fitness building would look like. Ms. Harris read e-mail comments from both Mr. Walker and the Steenbeke's which were supportive and supportive of her project and the proposed building design.

Mr. Cowan suggested that small portals or cylinders which would shine light from the inside could be used on the north elevation. He did express was concerned with the low sloping of the metal roof in the winter time with snow and recommended that ice guards be installed to prevent large falls of ice and snow from the roof. Ms. Harris acknowledged this concern and agreed to address this problem in the final design.

Ms. Harris said that they were not finished with the mechanical designs yet, but they understand that they need to shield any mechanical equipment that will be outside with a screen fence. She stated that they are looking to build a mechanical pad on the east side, where the proposed playground will be located.

The Design Review Committee recommended approval of the proposal as submitted.

- f. Site and plan for a telecommunication tower by **St. Paul's School on behalf of Florida Tower Partners, LLC at 325 Pleasant Street. (2010-0042).**

Mr. Henninger explained that there was nothing new to bring up to the Architectural Design Review Committee at this time.

- g. Identification and wayfinding signage for the campus of the **New Hampshire Technical Institute at 31 College Drive.**

Mr. Henninger explained the application and stated that the NH Technical Institute (NHTI) currently has wayfinding signs at intersections within the campus, but are

proposing a complete upgrade of signage on the campus. The unusual element of the proposal is the inclusion of a electronic message sign at the corner of College Drive and Institution Drive. Electronic variable message signs are not allowed under City Zoning.

Ms. Czysz stated that when she drives around the campus, she gets confused enough without having a flashing sign as well. She did like the directory signs, which she assumed were for pedestrians. Mr. Richards stated that he didn't have a problem with the flashing sign, as long as it didn't flash every five seconds. Ms. Hengen stated that she would prefer not to have a rapidly flashing sign either. It was noted that the electronic variable message sign would be located internal to the Campus and not along a public street.

Ms. Czysz stated she appreciates that the applicant is using the Planetarium's own logo for the directional signs. Mr. Cowan stated that the Planetarium and NHTI have very distinctive logos. Ms. Czysz said she found it more difficult to read the Planetarium's lettering as compared to the other proposed graphics.

Mr. Cowan asked whether the Committee could refrain from commenting on the electronic variable message sign, so as not to set a precedent. Mr. Henninger explained that this is a RSA 674:54 project, so the applicant did not need City approval.

The committee stated that they are pleased to see an attractive coordinated sign plan for this campus.

The Design Review Committee recommended that the Board advise the New Hampshire Technical Institute that they find the overall sign program to be an improvement for the campus, with suggestions that the NHTI not use a color background for the electronic variable message sign and not have the sign change rapidly.

### **Non-Agenda Item**

Mr. Henninger explained that this next item was a pre-application consultation for the proposed **Venezia Phase II – Retail Development**. Matt Peterson, Michael D'Amante, and John Jordan were present on behalf of **Venezia Realty Associates, LLC at 60 D'Amante Drive**.

Mr. Jordan said the plan is for a corner store with two smaller stores located on an open pad near the 99 Restaurant. He looked at the other buildings in the area for materials and tried to make the new building compatible. He used larger open storefront windows for the Men's Warehouse.

Mr. Jordan also stated that the parapet is higher at the top due to firewall requirements. Mr. Henninger asked if the applicant was aware of the need to screen the roof top mechanical equipment. Mr. Jordan said that the parapet could be extended around to the back side to screen any roof top mechanical equipment.

Mr. Jordan said that he thinks that the white and brick gives the building more of a traditional color feel and tried to fit the building into the area. Mr. Walker stated that it will still be a sharp contrast to the 99 Restaurant.

Mr. Henninger asked what was to be used for the surface treatment of the alleyway between the building and the restaurant. Mr. Jordan said that it would most likely a side walk with softscape between the building. Mr. Walker asked if the back area was going to be used for deliveries. Mr. Jordan responded affirmatively. Mr. Henninger asked if the dumpster screen would match the building, to which Mr. Jordan also responded in the affirmative. Ms. Czysz asked whether the backs for the loading docks were compatible. Mr. D'Amante indicated that they would explore using colors and materials to better integrate this building with the immediately adjacent 99 Restaurant.

Mr. Doherty asked if the doors to the Men's Warehouse were going to be in the corner of the building. Mr. Jordan said they may move the doors around, and that these drawings were just rudimentary.

Mr. Henninger asked if the applicant thought of using color to blend the new building with the 99 Restaurant. Mr. D'Amante indicated that they would explore using colors and materials to better integrate this building with the immediately adjacent 99 Restaurant. Mr. Cowan suggested that drawings be created to show the two buildings side by side to show how new building will clash or compliment each other.

Mr. Cowan asked what types of materials were being utilized. Mr. Jordan said a brick Azek and cementious siding are being considered for the exterior at this time.

Mr. Henninger noted that the site plan will included a new parking bay and landscaping.

There was no further business to come before the Committee and the meeting adjourned at 10:05 AM.

Respectfully submitted,

Stephen L. Henninger  
Assistant City Planner

djm/slh